

STRUCTURED RECLOSABLE PACKAGING

ABSTRACT

Disclosed herein is flexible packaging with a relative rigid structure portion, and an efficient method for manufacturing the same, that provides flexible packaging with an interior support that is able to contain products such as snacks, confections, pet foods, and liquids. The present invention provides for shearing and reinforcing portions of a primary web to form a bag. A supportive structure is also sheared and configured into a predetermined shape. The supportive structure is affixed inside the lower portion of the bag and provides form and support to the bag. The bag may also have a reclosable top portion that encloses the contents of the packaging.